

# SERVICE AND RESULTS

**T**HE official advertising figures for all New York newspapers for the year 1920 have just been finished. These statistics, compiled by the Statistical Department of the New York Evening Post, are arrived at by the careful measuring and tabulation of all advertising appearing in all the New York papers.

In an adjoining column of this page appear figures taken from the official tables, which show the tremendous lead in undisplayed classified advertising which The Evening Telegram has not only over any other New York evening newspaper but over ALL THE OTHER EVENING NEWSPAPERS COMBINED.

The lead of The Evening Telegram in classified advertising in the twelve months ended December 31 over all other evening newspapers was 2,681,177 lines. Its lead over its nearest evening competitor was 3,356,312 lines. It carried six times more classified business than any other evening newspaper, and in individual classifications exceeded even that ratio.

In automobile classified advertising alone it printed a total of more than a million lines, exceeding in this classification any other newspaper in the country. All the other New York newspapers, morning and evening combined, printed hardly more than half that amount.

There are three classes of publicity which in large measure appeal to the well-to-do American who has money and is willing to spend it. These are Automobile, Amusement and Hotel and Restaurant advertising. It was The Evening Telegram's ability to produce returns that resulted in its being far in advance of every competitor in each of these. The detailed figures are in the columns at the right.

To the careful, saving, investing American the real estate columns of a newspaper are the most appealing. In twelve months The Evening Telegram published 608,160 lines of real estate announcements, surpassing by a large percentage all other New York evening papers.

In advertising of schools and colleges The Evening Telegram nearly doubled the patronage of its nearest competitor, and in musical instruction publicity multiplied its nearest competitor's lineage by five.

Its lead in every one of these classifications is proof that The Evening Telegram's circulation is among a class of readers able and willing to spend money for worth-while things, and the great and growing patronage of dealers in worth-while things and services is proof that they get continuously satisfactory results.

## *Undisplayed Classified Advertising*

### *IN MANHATTAN EVENING PAPERS IN 12 MONTHS*

<b>TELEGRAM</b>	- - -	<sup>LINES</sup> <b>4,042,189</b>
All Other Evening Papers	- - -	1,361,012

#### **AUTOMOBILES.**

<b>TELEGRAM</b>	- - -	<b>1,023,432</b>
All Other Papers	(Morning and Evening) - - -	531,381

#### **MISCELLANEOUS.**

<b>TELEGRAM</b>	- - -	<b>2,194,958</b>
All Other Evening Papers	- - -	933,359

#### **WANTS.**

<b>TELEGRAM</b>	- - -	<b>115,902</b>
Nearest Evening Competitor	- - -	60,086

#### **AMUSEMENTS.**

<b>TELEGRAM</b>	- - -	<b>410,595</b>
Nearest Evening Competitor	- - -	318,902

#### **HOTELS AND RESTAURANTS.**

<b>TELEGRAM</b>	- - -	<b>566,464</b>
Nearest Evening Competitor	- - -	62,324

#### **REAL ESTATE.**

<b>TELEGRAM</b>	- - -	<b>608,160</b>
Nearest Evening Competitor	- - -	547,022

#### **SCHOOLS AND COLLEGES.**

<b>TELEGRAM</b>	- - -	<b>80,250</b>
Nearest Evening Competitor	- - -	42,596

#### **MUSICAL INSTRUCTION.**

<b>TELEGRAM</b>	- - -	<b>50,464</b>
Nearest Evening Competitor	- - -	9,110

## AN AD IN THE EVENING TELEGRAM BRINGS IMMEDIATE RESULTS

*There's a Branch Office or an Agency in your Neighborhood*